



"By participating in ENERGY STAR, we have not had to put forth an energy surcharge.

When we started this program, we had no idea the cost of energy was going to go up the way it has, so we were very fortunate."

Charles Lagarce
CEO

ENERGY STAR® Success Story Columbus Hospitality Group

Preparing for Future Success with ENERGY STAR

Columbus Hospitality Group, a Bass Hotels and Resorts franchise, proudly joined ENERGY STAR in May 2000. They immediately began a complete renovation with the goal of making the hotel as energy-efficient as possible. Their recent improvements have already increased their energy performance and gone straight to their bottom line with annual savings of more than \$30,000 in energy bills and reduced maintenance costs!

Some examples of their energy-efficient improvements include:

- Lights upgraded to use energy-efficient compact fluorescent light bulbs
- High efficiency air conditioning units installed in guest rooms
- High-efficiency pumps replaced most water circulation pumps
- Occupancy sensors for lights and HVAC units installed in offices and unoccupied guest rooms
- Water saving showerheads, toilets, and sinks installed
- Energy-efficient TVs, VCRs, fax and copy machines used in rooms

These profitable upgrades were made while maintaining or increasing guest satisfaction. Energy data is also tracked for each piece of equipment, facilitating the scheduling of routine maintenance and allowing employees from any department to report equipment problems directly to the engineering department.

Initial investment = \$30,800

Estimated annual reduction in energy consumption = 480,000 kWh

Estimated annual cost savings = \$30,000

ENERGY STAR estimates that the savings generated from this investment are equivalent to increasing ADR by \$3.25!

Columbus Hospitality Group has invested significant time and energy in training employees about ENERGY STAR and its methodology, with on-site examples, presentations, and operational procedures that lead to energy savings. This employee training has led to increased morale and pride by staff across hotel departments.

"Our energy management strategy has paralleled the ENERGY STAR methodology. We are serious about energy-efficiency and believe in its benefits. We expect these upgrades, along with guidance from ENERGY STAR, to prevent pollution, save money, and help the environment!"

Cliff Paulson
Director of Facilities

